VILLAGE OF LOMBARD
LOCAL TOURISM GRANT PROGRAM 2026 APPLICATION FORM

GENERAL INFORMATION

Organization:	Lombard Area Chamber of Commerce		
Name of event:	Spooktacular		
Date of event: October 18, 2025		Event location:	Downtown Lombard on St. Charles Rd between Main & Lincoln and Park from Orchard to Michael McGwire Dr.
Contact person:	Rick Galfano	Title:	President & CEO
Business address:	145 S. Main Street	City & Zip	Lombard 60148
Telephone:	630-627-5040	Email:	Rick@lombardchamber.com

PROJECT OVERVIEW

Total cost of the project:	$ 21,600
Cost of city services requested in this application (if any):	$ 6,000
Grant funding requested in this application (excluding city services)	$ 9,500
Total funding requested in this application (grant including services):	$ 15,500
Percent of total project cost being requested:	71%
Anticipated attendance:	6,000
Anticipated number of overnight hotel stays:	Unknown

Briefly describe the project for which are funds are being requested: Spooktacular has been held for many years, but this will be our 2nd year as the host. In 2025, we more than double the size of the inflatables (our largest expense) and this was met with terrific feedback from kids of all ages and their parents. The petting zoo also continued to be a big draw. Barricades, electric hook ups, police presence, and fire department inspections are needed for this event, and costs increased from 2024. The funding is requested to cover the village services needed and to assist the chamber with the expense of the inflatables that we do not charge the public for.

ORGANIZATION

Number of years that the organization has been in existence:	72
Number of years that the project or event has been in existence:	17
Number of years the project has been supported by Village of Lombard funds:	5
How many years does the organization anticipate it will request grant funding?	Yearly

1) Describe the organization (include brief history, mission, and ability to carry out this project): The Lombard Chamber of Commerce is committed to promote positive development of our community and industries to enhance the business climate for its members and to stimulate economic growth to encourage retail, professional service, industrial, cultural and civic growth within the Lombard area. We are looking to continue Spooktacular on Sunday afternoon to promote downtown businesses and

organizations. We are planning to continue offering live music to enhance the event and overall, of shopping downtown before, during and after attending the event. Feedback from vendors continues to be very positive with many saying it's the best run event that they are involved with. Each year the event brings thousands of people into the downtown area. Our excellent committee of dedicated volunteers are credited with helping this event run smoothly each year.

2) Please describe how the program and any proceeds from the event support the goals and objectives of the organization, other local groups or initiatives, and the community at large: This event is one of the unique chamber fundraisers. The proceeds benefit several area nonprofit organizations and businesses, as well as give the chamber the ability to offer more programs for its members to enhance and grow their business. The community at large benefits from having thousands of people, specifically families and children, come into the downtown area for one day and participate in an outdoor event to enjoy. The downtown businesses have an opportunity to draw customers and awareness from the event.

3) What is the organization's plan to make the project self-sustaining? Being a nonprofit organization, the free event will always need the cooperation and services of the village of Lombard. This event continues to grow and develop and could not be self-sustaining. The chamber does not have the budget to put in the extensive time and effort to staff, without grant assistance from the village. Planning for this event begins in November, and many staff and volunteer hours are put in from that time through the day of the event.

PROJECT DESCRIPTION

Is the event open to the general public?	☒ Yes ☐ No
Do you intend to apply for a liquor license for this project?	☐ Yes x ☐ No
Will any revenues from this event be returned to the community?	☒ Yes ☐ No
Have you requested grant funding in the past?	☒ Yes ☐ No

If yes, provide grant awards for past 5 years: Previous Spooktacular

1) Provide a full detailed description of the proposed project or event. The streets are barricaded by 5am with chalking of the vendor locations on the street shortly after. Inflatables are due to arrive approximately at 9am. Over 30 crafters, food vendors, nonprofits, community organizations and sponsors, each with their own weighted tents, tables and chairs are set up inside the chalked spaces on St. Charles and Park Street. Staggered set-up times begin at 6:30. LCPAA assists with arrival, tear down, and traffic control of the vendors. The event opens at 12 pm. and ends at 5 p.m. Electrical spider boxes are provided by public works and are primarily located around the intersection of Park and St. Charles. Police personnel on hand during the day patrol the event, and the fire department is on call for any emergencies that may happen.

2) If your application is accepted, how will the tourism grant funds be used? To cover the costs of barricades, public works, police, fire and public works overtime, and inflatable entertainment. By adding inflatable entertainment, we realize that this increases our percentage of total project cost in this application, but it is an expense for an attraction that we do not charge the public for.

3) What modifications to the event or other steps will be taken to increase event attendance over previous years (not applicable to first time events)? Each year offers continuing education when it comes to making improvements to the event. Since food options continue to be popular, we plan to

reach out to more food vendors. Costs continue to increase, so we are always looking for strategic marketing opportunities. Social media will be increased again, as well as continuing our mentions in our newsletter.

LOCATION
Provide the location of the event or project. If a location has not been secured, list the venue(s) being proposed or considered. St. Charles Road from Main to Lincoln Streets and Park to Michael McGwire.

MILESTONES AND TIMETABLES
Describe the milestones that will mark the progress towards implementing the project and provide a timetable for the completion of each milestone. We are planning on opening registration by January 30th and closing the registration at the end of April.

IMPACT
1) Please describe how the event or program will promote overnight stays and/or tourism within the Village of Lombard. If a returning event, detail the number of overnight stays generated and share details regarding the tourism impact of the event. By appealing to all age groups on one day and tying in to "trick or treating" and Halloween, the increased foot traffic in the downtown area will help bring awareness and business to their establishments. Vendors and visitors travel to Lombard to participate and may need to stay overnight before, during or after the event.

2) Please describe the economic benefits to local businesses and the Lombard community. How will your event draw more people from outside the local market (50 miles or more) or attract a new visitor audience? Local businesses are highly recommended to be opened that day and will have an opportunity to attract attendees into their stores and restaurants. We plan to share event information by email and Constant Contact with other chambers, communities and as well as our own dedicated Facebook page.

3) Who is the target audience for your event or project? What is your anticipated attendance? This event covers all ages and demographics. We project an annual attendance of over 4,000 people.

4) Please identify and detail the estimated cost of any Village of Lombard services anticipated as part of the event (e.g., Police, Public Works, Fire, barricades, etc.). For each cost, confirm whether the costs for such services be covered by the host organization and reimbursed to the Village or whether the services are requested to be covered under this grant. Any services not specifically requested below and approved as part of this grant will be the responsibility of the applicant organization. Requesting $ 6,000 in grant funds to cover the cost of village services, police, fire, public works and Waste Management. We have no restrictions on capacity at this point and are anticipating another successful year in 2026.
5) Please describe any collaborative arrangements developed or anticipated with other organizations to fund or otherwise implement the project (including in-kind donations).LCPAAA will continue to help with traffic control. Lombard Park District will provide the party wagon for tables and chairs as well as the mobile stage. Waste Management will provide all trash and port a pots management.

6) Please describe your marketing plan. Detail the strategies your organization will use to promote the event or project (e.g., advertising, public relations, marketing, print materials, promotional pieces). The chamber does social media advertising with Facebook, Instagram and twitter. We will boost all platforms. We have a dedicated Facebook page that we will post to our weekly newsletter and website. An ad in the Lombardian will also be added. Flyers will be printed and distributed to local businesses.

7) Funding for the Local Tourism Grant Program for 2026 is constrained. What have you done to reduce the amount of funds your organization is requesting under this grant? If you do not receive the full funding you requested for 2026, how will your organization adjust? What modifications can/will you make to your budget or event if full grant funding is not made available? If we do not receive the full funding request for 2026, the chamber will have to adjust our vendor fees and sponsorship levels to pay the village and waste management costs. We will also have to reduce the number of inflatables that we have, since this is the biggest expense.

FINANCES
- ☐ Please include a detailed itemized budget for your entire event on the attached budget form (2 years of past actuals and estimates for upcoming event).
- ☐ Attach a copy of the most recently completed agency audit and Federal Form 990. If these documents are not available, please explain why they are not available.

CHECKLIST
- ☐ Completed Local Tourism Grant Program Application Form.
- ☐ Completed detailed budget form.
- ☐ Promotional materials from past events (not applicable to first time events).
- ☐ Post event summary from past event (not applicable to first time events).
- ☐ Copy of the most recently completed agency audit or explanation of why it is not available.
- ☐ Copy of the most recent Federal Form 990 for the agency or explanation of why it is not available.

ACKNOWLEDGMENTS
- ☒ Applicant agrees to acknowledge Village of Lombard support in all event materials using required attribution language.
- ☒ Applicant agrees to submit a post-event summary within 90 days including attendance, hotel stays, marketing materials, and evaluation.
- ☒ Applicant understands that grant awards may be less than the requested amount and agrees to proceed with adjusted funding if awarded.
- ☒ Applicant confirms that no elected official, Village employee, immediate family member, or owned business entity will benefit from this grant funding.

CERTIFICATION
The undersigned certifies that to the best of his or her knowledge and belief that data in this application are true and correct, the application has been duly authorized by the organization and any funds received under this grant will be used for the purposes described in this application.

Name:	Rick Galfano		
Title or office held:	President & CEO	Date	12/12/25
Signature:			

LOCAL TOURISM GRANT PROGRAM

DETAILED BUDGET

Event: Spooktacular   Date: 12/02/2025

Organization: Lombard Area Chamber of Commerce

INCOME: Include an itemized list of all actual (past 2 years) and estimated project revenues (entry fees, gate receipts, food/beverage sales, donations, sponsorships, booth rentals, souvenir sales, other revenues)

ITEMIZED REVENUES	ACTUAL 2024	ACTUAL 2025	ANTICIPATED
Lombard Tourism Grant	$ 10,000	$10,000	$ 15,500
Vendors & Sponsors	$ 10,885	$ 10,200	$ 11,000
Total Income	**$ 20,885**	**$ 20,200**	**$ 26,500**

EXPENSES: Include an itemized list of all actual and estimated project expenses (advertising, supplies, labor, rentals, insurance, materials, entertainment, other expenses)

ITEMIZED EXPENSES	ACTUAL 2024	ACTUAL 2025	ANTICIPATED
Public Works, Police & Barricades	$ 2,987.50.	$ 5,889.11	$ 6,000
Inflatables	$ 3,990	$ 9,435.00	$ 9,500
Music & Sound	$ 800	$ 1,450.00	$ 1,500
Advertising	$ 600	$ 417.20	$ 500
Waste Management	$ 2,500	$ 1,458.50	$ 1,500
LCPAAA	$ 500	$ 500.00	$ 500
Pumpkins	$ 700	$ 1,050.00	$ 1,100
Petting Zoo	$ 1,025	$ 940.00	$ 1,000
Total Expenses	**$ 13,102.50**	**$ 21,139.81**	**$ 21,600**

IN-KIND CONTRIBUTIONS: Include an itemized list of all actual and estimated in-kind contributions. In-kind contributions are non-cash donations, contributions or gifts which can be given a cash value (include Village of Lombard in-kind services, where applicable)

	ACTUAL ____	ACTUAL ____	ANTICIPATED
Estimated value of in-kind contributions (explain)	$	$	